

# JILL STANEK

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## Confused about the Pepsi/fetal cell issue? Here are the facts

I have received a few requests from pro-lifers like Vicki:

Can you provide some clarity to the Pepsi/cells from aborted babies controversy. I cannot sort out whether this is valid or not.



### Yes and No

Bottom line: There are no aborted embryonic or fetal cells *in* any of PepsiCo's final products.

*But:* Aborted cells are used in the development of artificial flavor enhancers by biotech company Senomyx, with which PepsiCo signed a four-year, \$30 million agreement in 2010 for research and development. No Pepsi products containing Senonymx flavor enhancers should be expected until 2013.

Senomyx's disputed cell line is HEK-293, derived from the kidney cells of an aborted baby. We could go into the weeds at this point, but Wikipedia offers an easy explanation:

Senomyx develops patented flavor enhancers by using "proprietary taste receptor-based assay systems." These receptors are made from HEK293. HEK stands for Human Embryonic Kidney cells. These cells, which were cloned, originally came from healthy, electively aborted human embryos. Using information from the human genome sequence, Senomyx has identified hundreds of taste receptors and currently owns 113 patents on their discoveries.

### Ick factor

A little more on those taste receptors from cogforlife.org, which originally made the connection between PepsiCo, Senomyx, and aborted cells:

These... taste receptors... produce a chemical signal that lets Senomyx researchers know they have achieved the exact flavor they are trying to develop.

### Snopes concurs... sort of

Snopes, in a post last updated on March 18, basically comes to a similar conclusion as the

aforementioned, calling the claim that “Pepsi uses material from aborted fetuses in its products” a “mixture” of “false” and “undetermined.”

Snopes states it is “false” to claim Pepsi products *contain* aborted baby cells, but it is “undetermined” whether Senomyx uses aborted cells in R&D, basically because Senonymx won’t answer the question.

But Snopes goes into great detail, citing articles by CBS News, Forbes, and Miami New Times, to corroborate that Senomyx indeed does. There is actually no question on that point, so Snopes should change “undetermined” to “true.”

### **Plot thickens with help by Obama administration**

LifeSiteNews.com reported on March 5 that shareholders shall remain in the dark, thanks to the SEC:

In a decision delivered Feb 28th, President Obama’s Security and Exchange Commission ruled that PepsiCo’s use of cells derived from aborted fetal remains in their research and development agreement with Senomyx to produce flavor enhancers falls under “ordinary business operations.”

The letter signed by Attorney Brian Pitko of the SEC Office of Chief Counsel was sent in response to a 36-page document submitted by PepsiCo attorneys in January, 2012.

In that filing, PepsiCo pleaded with the SEC to reject the Shareholder’s Resolution filed in October 2011 that the company “adopt a corporate policy that recognizes human rights and employs ethical standards which do not involve using the remains of aborted human beings in both private and collaborative research and development agreements.”

### **Boycott PepsiCo**

Senomyx has since removed the list of all its partners, but cogforlife.org got a screenshot. Those include Kraft and Nestle, future boycott targets according to c4l.

But the boycott starts with Pepsi. From Brad Mattes of Life Issues Institute:

PepsiCo will continue their efforts to keep the controversy quiet, but the pro-life community’s boycott of Pepsi products and exposing the outrage isn’t going to lose its fizz anytime soon.

Here’s what I need you to do. **BOYCOTT** Pepsi products. [Click here](#) for the link that will tell you what they are.

Contact PepsiCo directly by [clicking here](#). Tell them why you’re boycotting their products

Let others know by leaving a comment on the company’s Facebook page. Post comments on your own Facebook and Twitter pages.

The only way to stop this atrocity is if you and I make enough noise. Together, we must put PepsiCo under the spotlight and expose their willingness to make money off the bodies of aborted babies.

***Click "like" if you want to end abortion!***

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